

**Minutes of the  
Newport Beach Restaurant Association  
Business Improvement District**

**September 19, 2013  
Muldoon's Irish Pub, Celtic Bar**

**1. Call to Order**

Mr. Walker called the meeting to order at 9:46 a.m.

Directors Present:

Jim Walker	The Bungalow
Thomas Giulioni	Newport Dunes, Back Bay Bistro
Ron Schwartz	Muldoon's
John Robinson	Amelia's
Joe Campbell	Ruby's Diner
Eldy Galietta	Barolo by the Sea
Sheri Drewry	Wilma's Patio
Sam Tila	Royal Thai
Ali Zedeh	Port Restaurant & Bar

City Representatives:

Tara Finnigan	Public Information Manager
Mary Locey	Public Information Specialist
Anthony Nguyen	Purchasing Agent

Public:

Bob Quaid	Willdan Financial Services
Peggy Fort	CMC, Inc.
Jim Mosher	Newport Beach Resident

**2. Roll Call**

Mr. Walker welcomed the Board and invited them to make self introductions.

**3. Public Comments**

Mr. Mosher inquired if the BID bylaw review would be on a future agenda. Mr. Walker asked Mr. Giulioni to address the topic. Mr. Giulioni informed the Board that he and Mr. Schwartz were reviewing the draft revised bylaws and welcome any comments. Any edits or comments would be sent back to the City Attorney's Office to prepare a new draft for the Board's review.

**4. Approval of the Minutes**

Mr. Walker asked the Board to review the July 25 and August 21 meeting minutes for any corrections. Mr. Giulioni motioned to approve the minutes. Mr. Schwartz seconded the motion and the minutes were approved.

## 5. Current Business

### A) President's Report

Mr. Walker informed the group of the importance of the meeting - to assist the City with a recommendation for the Restaurant Week consultant. The Board will listen to four presentations and will be asked to rate the proposers at the end.

Mr. Walker passed out a form to get updated Board member contact information.

NBRA BID Marketing Services – Mr. Walker requested approval to amend the CMC, Inc. agreement for the NBRA marketing services to see the BID through until the upcoming marketing RFP process is completed. It was suggested to approve a two-month extension - for October and November 2013 - with CMC, Inc. Mr. Schwartz made the motion, Ms. Drewry seconded, and the Board approved the item.

### B) Newport Beach Restaurant Week RFP No. 14-7

Mr. Walker introduced the City's Purchasing Agent, Anthony Nguyen. Mr. Nguyen gave preliminary information on the process to the Board and answered a few questions on the format and explained how the Board was assisting the City in the selection process. The consultant presentations followed in this order:

1. CMC, Inc.
2. C&M Communique
3. Newport Beach & Company
4. McFarlane Promotions.

After the presentations concluded, City staff and the Board discussed the rating process. Each Board member was asked to individually rank the consultants based on the interviews. Those rankings were collected and tallied by Mr. Nguyen. Next, each consultant's proposed costs were disclosed to the Board. The Board then discussed all the information presented. Each Board member then individually ranked the consultants for a second time. Mr. Nguyen then collected this set of rankings.

Mr. Nguyen tallied the second set of board member rankings.

Mr. Walker requested that the initial ranking be revealed. Mr. Nguyen presented the initial ranking as follows:

1. McFarlane Promotions
2. CMC, Inc.
3. Newport Beach & Company
4. C&M Communique

Mr. Walker invited public comment.

Mr. Mosher liked hearing the fresh ideas on the Restaurant Week program, he noted that the contract term is not for a complete year, but a three-month period, and he noted that the Board should be regularly involved with the Restaurant Week planning process. In addition, Mr. Mosher brought it to the Board's attention that, as a public body, the Board should vote openly and not by secret ballot. Based on this information, the Board agreed to write their names on their ballots before leaving the meeting.

Mr. Nguyen presented the second and final ranking as follows:

1. McFarlane Promotions
2. Newport Beach & Company
3. CMC, Inc.
4. C&M Communique

The final result of the Board's combined scoring for the most qualified firm to provide the marketing services for the 2014 Restaurant Week was McFarlane Promotions. Ms. Finnigan informed the Board that based on McFarlane's proposed amount, negotiations could begin immediately and the City Manager could execute the agreement.

**C) City Report**

None.

**D) Administration & Financial Report**

None.

**6. NBRA BID Announcements**

No announcements.

**7. Adjournment**

The meeting adjourned at 12:40 p.m.